

## CONTRACT

**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**Great American Media**  
**Attention: Diane Bluhm**  
**1010 Wisconsin Ave NW**  
**Suite 800**  
**Washington, DC 20007**

|   |  |  |
|---|--|--|
| <u>Contract / Revision</u><br>544283 /                        |  | <u>Alt Order #</u><br>07872052                         |
| <u>Product</u><br>DSCC  |  |  |
| <u>Contract Dates</u><br>10/09/12 - 10/15/12                  |  | <u>Estimate #</u><br>//1139                            |
| <u>Advertiser</u><br>Democratic Senatorial Campaign Committee |  | <u>Original Date / Revision</u><br>10/08/12 / 10/08/12 |
| <u>Billing Cycle</u><br>EOM/EOC                               | <u>Billing Calendar</u><br>Broadcast     | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WTKR  | <u>Account Executive</u><br>Jamie Andrus | <u>Sales Office</u><br>Washington, D.C.                |
| <u>Special Handling</u><br>Do Not Mail                        |  |  |
| <u>Demographic</u><br>Adults 35+                              |  |  |
| <u>IDB#</u><br>8217   | <u>Advertiser Code</u>                   | <u>Product Code</u>                                    |
| <u>Agency Ref</u>   |  | <u>Advertiser Ref</u>                                  |

| *Line | Ch | Start Date        | End Date        | Description               | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount     |
|-------|----|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| 1     | 3  | 10/09/12          | 10/12/12        | NewsChannel 3 News        | 5-6am          |      | :30    |                   |             | NM   | 3     | \$495.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 10/08/12          | 10/14/12        | -TWTF--                   |                |      |        | 3                 | \$165.00    |      |       |            |
| 2     | 3  | 10/09/12          | 10/12/12        | Newschannel 3 News        | 6-7am          |      | :30    |                   |             | NM   | 4     | \$880.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 10/08/12          | 10/14/12        | -TWTF--                   |                |      |        | 4                 | \$220.00    |      |       |            |
| 3     | 3  | 10/15/12          | 10/15/12        | Newschannel 3 News        | 6-7am          |      | :30    |                   |             | NM   | 1     | \$220.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 10/15/12          | 10/21/12        | M-----                    |                |      |        | 1                 | \$220.00    |      |       |            |
| 4     | 3  | 10/09/12          | 10/12/12        | CBS This Morning          | 7-9a           |      | :30    |                   |             | NM   | 8     | \$1,120.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 10/08/12          | 10/14/12        | -TWTF--                   |                |      |        | 8                 | \$140.00    |      |       |            |
| 5     | 3  | 10/15/12          | 10/15/12        | CBS This Morning          | 7-9a           |      | :30    |                   |             | NM   | 2     | \$280.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 10/15/12          | 10/21/12        | M-----                    |                |      |        | 2                 | \$140.00    |      |       |            |
| 6     | 3  | 10/13/12          | 10/13/12        | Early Show Saturday       | 9-11am         |      | :30    |                   |             | NM   | 2     | \$300.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 10/08/12          | 10/14/12        | -----S-                   |                |      |        | 2                 | \$150.00    |      |       |            |
| 7     | 3  | 10/14/12          | 10/14/12        | CBS Sunday Morning        | 9-1030am       |      | :30    |                   |             | NM   | 1     | \$470.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 10/08/12          | 10/14/12        | -----S                    |                |      |        | 1                 | \$470.00    |      |       |            |
| 8     | 3  | 10/14/12          | 10/14/12        | Face the Nation           | 1030-11am      |      | :30    |                   |             | NM   | 1     | \$565.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 10/08/12          | 10/14/12        | -----S                    |                |      |        | 1                 | \$565.00    |      |       |            |
| 9     | 3  | 10/09/12          | 10/12/12        | Price Is Right            | 11am-12n       |      | :30    |                   |             | NM   | 0     | \$0.00     |
| 10    | 3  | 10/09/12          | 10/12/12        | Newschannel 3 News        | 12n-1230pm     |      | :30    |                   |             | NM   | 0     | \$0.00     |
| 11    | 3  | 10/15/12          | 10/15/12        | Newschannel 3 News        | 12n-1230pm     |      | :30    |                   |             | NM   | 0     | \$0.00     |
| 12    | 3  | 10/09/12          | 10/12/12        | CBS Daytime               | 1228-3pm       |      | :30    |                   |             | NM   | 0     | \$0.00     |
| 13    | 3  | 10/09/12          | 10/12/12        | Ellen Degeneres 3pm       | 3-4pm          |      | :30    |                   |             | NM   | 0     | \$0.00     |
| 14    | 3  | 10/09/12          | 10/12/12        | NewsCha 3 News First @ 4p | 358-5pm        |      | :30    |                   |             | NM   | 5     | \$1,575.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 10/08/12          | 10/14/12        | -TWTF--                   |                |      |        | 5                 | \$315.00    |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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| Contract / Revision | Alt Order # |
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| 544283 /            | 07872052    |

| Contract Dates      | Product | Estimate # |
|---------------------|---------|------------|
| 10/09/12 - 10/15/12 | DSCC    | //1139     |

| Advertiser               | Original Date / Revision |
|--------------------------|--------------------------|
| Democratic Senatorial Ca | 10/08/12 / 10/08/12      |

| *Line | Ch | Start Date        | End Date        | Description        | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Totals |            |
|-------|----|-------------------|-----------------|--------------------|----------------|------|--------|-------------------|-------------|------|--------|------------|
|       |    | Start Date        | End Date        | Weekdays           |                |      |        | Spots/Week        | Rate        |      | Spots  | Amount     |
| E 15  | 3  | 10/09/12          | 10/12/12        | Newschannel 3 News | 5-530pm        |      | :30    |                   |             | NM   | 4      | \$1,600.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/08/12          | 10/14/12        | -TWTF--            |                |      |        | 4                 | \$400.00    |      |        |            |
| E 16  | 3  | 10/15/12          | 10/15/12        | Newschannel 3 News | 5-530pm        |      | :30    |                   |             | NM   | 1      | \$400.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/15/12          | 10/21/12        | M-----             |                |      |        | 1                 | \$400.00    |      |        |            |
| E 17  | 3  | 10/09/12          | 10/12/12        | Newschannel 3 News | 530-6pm        |      | :30    |                   |             | NM   | 4      | \$1,880.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/08/12          | 10/14/12        | -TWTF--            |                |      |        | 4                 | \$470.00    |      |        |            |
| E 18  | 3  | 10/15/12          | 10/15/12        | Newschannel 3 News | 530-6pm        |      | :30    |                   |             | NM   | 1      | \$470.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/15/12          | 10/21/12        | M-----             |                |      |        | 1                 | \$470.00    |      |        |            |
| E 19  | 3  | 10/09/12          | 10/12/12        | Newschannel 3 News | 6-630pm        |      | :30    |                   |             | NM   | 4      | \$2,360.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/08/12          | 10/14/12        | -TWTF--            |                |      |        | 4                 | \$590.00    |      |        |            |
| E 20  | 3  | 10/15/12          | 10/15/12        | Newschannel 3 News | 6-630pm        |      | :30    |                   |             | NM   | 1      | \$590.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/15/12          | 10/21/12        | M-----             |                |      |        | 1                 | \$590.00    |      |        |            |
| E 21  | 3  | 10/09/12          | 10/12/12        | 7-730pm            | 7-730pm        |      | :30    |                   |             | NM   | 4      | \$1,940.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/08/12          | 10/14/12        | -TWTF--            |                |      |        | 4                 | \$485.00    |      |        |            |
| E 22  | 3  | 10/15/12          | 10/15/12        | 7-730pm            | 7-730pm        |      | :30    |                   |             | NM   | 1      | \$485.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/15/12          | 10/21/12        | M-----             |                |      |        | 1                 | \$485.00    |      |        |            |
| E 23  | 3  | 10/09/12          | 10/12/12        | M-F 730-8pm        | 730p-8pm       |      | :30    |                   |             | NM   | 4      | \$1,940.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/08/12          | 10/14/12        | -TWTF--            |                |      |        | 4                 | \$485.00    |      |        |            |
| E 24  | 3  | 10/13/12          | 10/13/12        | 730-8pm            | 730-8pm        |      | :30    |                   |             | NM   | 1      | \$70.00    |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/08/12          | 10/14/12        | -----S-            |                |      |        | 1                 | \$70.00     |      |        |            |
| E 25  | 3  | 10/15/12          | 10/15/12        | Monday Prime       | 9-10pm         |      | :30    |                   |             | NM   | 1      | \$1,680.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/15/12          | 10/21/12        | M-----             |                |      |        | 1                 | \$1,880.00  |      |        |            |
| E 26  | 3  | 10/09/12          | 10/09/12        | NCIS               | 8-9pm          |      | :30    |                   |             | NM   | 1      | \$4,705.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/08/12          | 10/14/12        | -T-----            |                |      |        | 1                 | \$4,705.00  |      |        |            |
| E 27  | 3  | 10/10/12          | 10/10/12        | Wednesday Prime    | 10-11pm        |      | :30    |                   |             | NM   | 1      | \$1,765.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/08/12          | 10/14/12        | --W----            |                |      |        | 1                 | \$1,765.00  |      |        |            |
| D 28  | 3  | 10/14/12          | 10/14/12        | Sunday Prime       | 7-8pm          |      | :30    |                   |             | NM   | 0      | \$0.00     |
| E 29  | 3  | 10/09/12          | 10/12/12        | Late News (M-F)    | 11-1135p       |      | :30    |                   |             | NM   | 4      | \$2,200.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/08/12          | 10/14/12        | -TWTF--            |                |      |        | 4                 | \$550.00    |      |        |            |
| E 30  | 3  | 10/15/12          | 10/15/12        | Late News (M-F)    | 11-1135p       |      | :30    |                   |             | NM   | 1      | \$575.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/15/12          | 10/21/12        | M-----             |                |      |        | 1                 | \$575.00    |      |        |            |
| E 31  | 3  | 10/13/12          | 10/13/12        | NCAA Football      | 12-330p        |      | :30    |                   |             | NM   | 1      | \$625.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |    | 10/08/12          | 10/14/12        | -----S-            |                |      |        | 1                 | \$625.00    |      |        |            |

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| 544283 /            | 07872052    |

| Contract Dates      | Product | Estimate # |
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| 10/09/12 - 10/16/12 | DSCC    | //1139     |

| Advertiser               | Original Date / Revision |
|--------------------------|--------------------------|
| Democratic Senatorial Ca | 10/08/12 / 10/08/12      |

| *Line  | Ch | Start Date        | End Date        | Description     | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Totals |             |
|--------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|--------|-------------|
|        |    |                   |                 |                 |                |      |        |                   |             |      | Spots  | Amount      |
|        |    | Start Date        | End Date        | Weekdays        |                |      |        | Spots/Week        | Rate        |      |        |             |
| E 32   | 3  | 10/13/12          | 10/13/12        | NCAA Football   | 330-7p         |      | :30    |                   |             | NM   | 1      | \$625.00    |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |             |
| Week:  |    | 10/08/12          | 10/14/12        | -----S-         |                |      |        | 1                 | \$625.00    |      |        |             |
| D 33   | 3  | 10/15/12          | 10/15/12        | M-F 730-8pm     | 730p-8pm       |      | :30    |                   |             | NM   | 0      | \$0.00      |
| N 34   | 3  | 10/15/12          | 10/15/12        | M-F 730-8pm     | 730p-8pm       |      | :30    |                   |             | NM   | 1      | \$485.00    |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |             |
| Week:  |    | 10/15/12          | 10/21/12        | M-----          |                |      |        | 1                 | \$485.00    |      |        |             |
| Totals |    |                   |                 |                 |                |      |        |                   |             |      | 63     | \$30,300.00 |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/15/12 | 63         | \$30,300.00        | \$25,755.00        |
| <b>Totals</b>       | <b>63</b>  | <b>\$30,300.00</b> | <b>\$25,755.00</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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